Elevating Medical Education: fireside chat with G.A.M.E. and the Alliance Experts

Presented by the MAPS External Education FAWG

Educational Objectives

This session will provide a learning opportunity for our audience by:

- Introducing to Medical Affairs colleagues the landscape of medical education supporting organizations.

- Discuss positions and views on different actuality topics (e.g., Digital education, Chat GPT/AI, quality education)

Presenters

Ivan Desviat

Director MedEd & Content Excellence

AbbVie

USA

Jan Schultz

President, Alliance Board of Directors

Principal, Jan Schultz Associates

USA

Suzanne Murray

CEO & Founder of AXDEV

AXDEV

Canada

Disclosure

Jan Schultz, MSN, RN, FACEHP, CHCP

- I provide consulting services related to continuing education accreditation compliance within the health professions
- I have no personal financial relationships with any pharmaceutical, biologic, medical device, or marketing firm

Suzanne Murray

- Conducts research, consulting and training to:
  - Government bodies
  - Industry
  - Medical Specialty Societies and Associations
- Board Member
  - GAME
  - JECME (Journal for European CME)

Suzanne Murray

Healthcare and Industry for over 30 years

- CEO & Founder, **AXDEV** Group, Global (U.S.), EU GmbH, 25 yrs
- **Board Member**:
- **GAME** (**Global Alliance for Medical Education**) & Past Co-Chair Futurist Forum; Chair, Governance Task Force and JECME (Journal of European CME)
- Evaluator EIT Health, European Commission
- Co-Founder, McGill Centre for Studies in Aging, Faculty of Medicine, **McGill University**
- **McGill Hospital** Administrator
- **Published Author** in Performance Improvement, Education and Implementation Research
- Leader in Healthcare Management & Global Collaboration
- Consultant in Organizational Management and Leadership
- Expert Facilitator in International Collaborative projects (over 75)

Our Vision

To Shape the Future of Lifelong Learning in Healthcare Worldwide

Mission, and Culture statements

Mission

GAME achieves its vision by:

– Engaging global leaders of all stakeholder groups that benefit from lifelong learning in healthcare

– Pioneering future practices to shape knowledge translation in Lifelong Learning

– Addressing barriers and developing solutions for collaboration in lifelong learning

Organizational culture

Our core values are inclusivity, credibility, integrity and transparency

GAME Timelines for 2023 / 2024

Committees

- **Executive Committee**
  - President: Eva Thalmann
- **Futurist and Innovation Committee**
  - Co-chairs: David Pollard, Aaron Johnson
- **Communications**
  - Chair: Amy Farr
- **Education Committee**
  - Chair: Mila Kostic
- **Membership**
  - Chair: Celeste Kolanko

Community of Practice

- International Pharmaceutical Alliance for Continuing Medical Education

2023			2024				
Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr

CPD Around the World

iPACME/GAME Update

President`s Dialogue

Futurist Forum Webinars

Global CPD Leadership Program 2024*

*Depending on Financing

JAN SCHULTZ

Healthcare and Industry for over 30 years

➤ Principal and Founder, **Jan Schultz Associates** consulting firm, USA, 5 years

➤ Director, Accreditation and Outcomes, **Postgraduate Institute for Medicine** (MEC), USA, 2006-2018

➤ **MS in Nursing, Registered Nurse (Colorado); Fellow of the ACEHP; CHCP**

➤ Board Member and Officer for **The Alliance for Continuing Education in the Health Professions, ACEHP or the Alliance;**

➤ Surveyor for **ACCME** accreditation applicants, 8 years; Surveyor for **Joint Accreditation** applicants, 8 years;

➤ 17 yrs. in the **medical device industry** in marketing and professional relations

➤ **CME Coalition**

The Alliance

Alliance for Continuing Education in the Health Professions

Our Vision

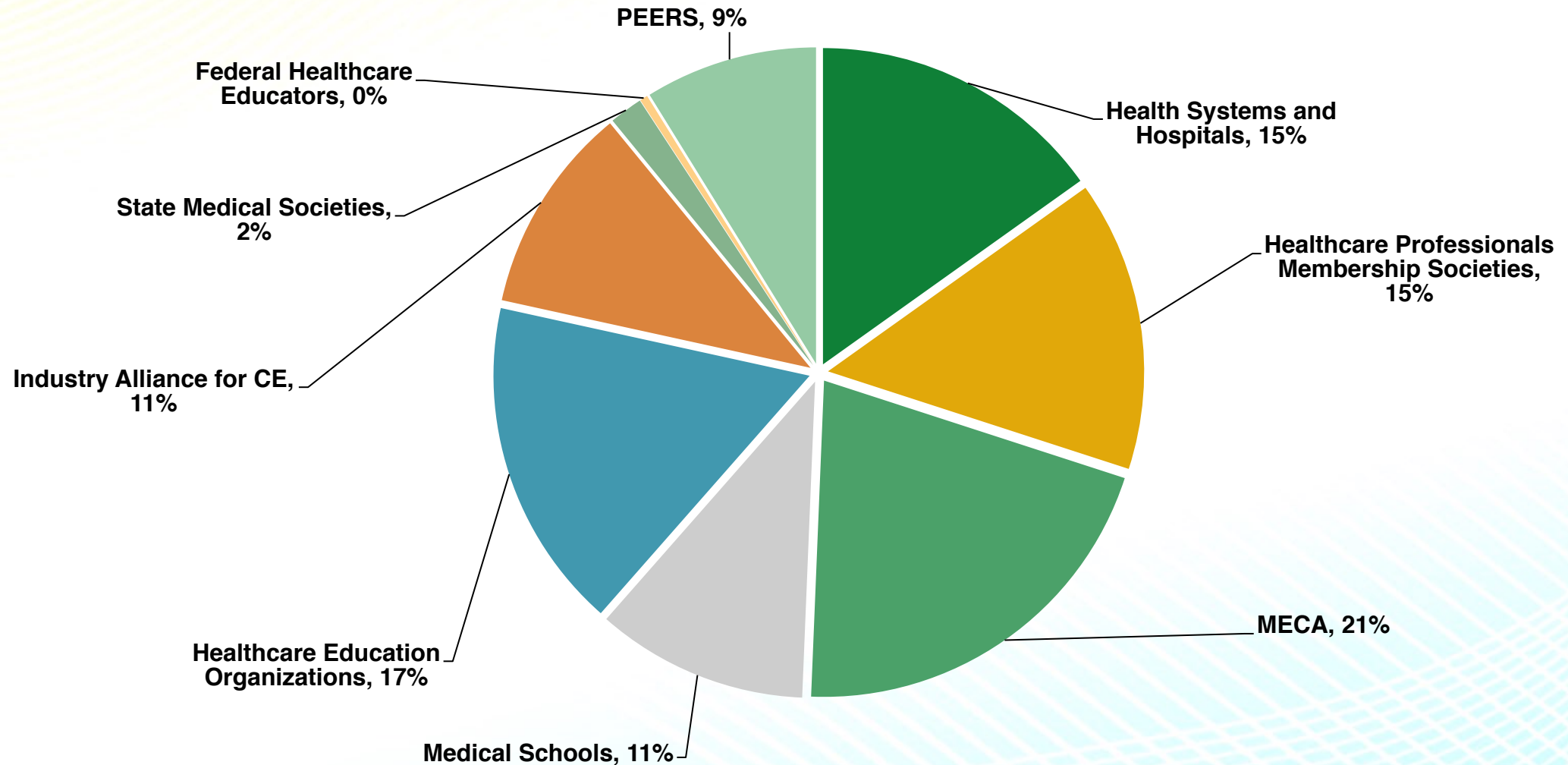To advance continuing education in the health professions

Our Mission

To promote best practices in continuing professional development by empowering the community of health education professionals

Who We Are

The Alliance is a community of continuing professional development colleagues who share and implement best practices across healthcare settings and professions, validating the value and impact of continuous learning

Our Membership

Pie chart of membership breakdown:
- PEERS, 9%
- Federal Healthcare Educators, 0%
- Health Systems and Hospitals, 15%
- Healthcare Professionals Membership Societies, 15%
- State Medical Societies, 2%
- Industry Alliance for CE, 11%
- MECA, 21%
- Healthcare Education Organizations, 17%
- Medical Schools, 11%

Membership Benefits & Resources (ACEHP.org)

CAREER CENTER

CHCP Credential©

CHCP
Certified Healthcare CPD Professional

ALLIANCE AWARDS for CEhp

Communities

ACEhp WEBINARS

Monographs & Toolkits

ALLIANCE LEARNING CENTER
Professional Development for Continuing Education Professionals

ONLINE MEMBER ENGAGEMENT

NETWORKING

Poll

Is data dissemination to HCPs the same as educating them?

- – Yes
- – No
- – I'm not sure
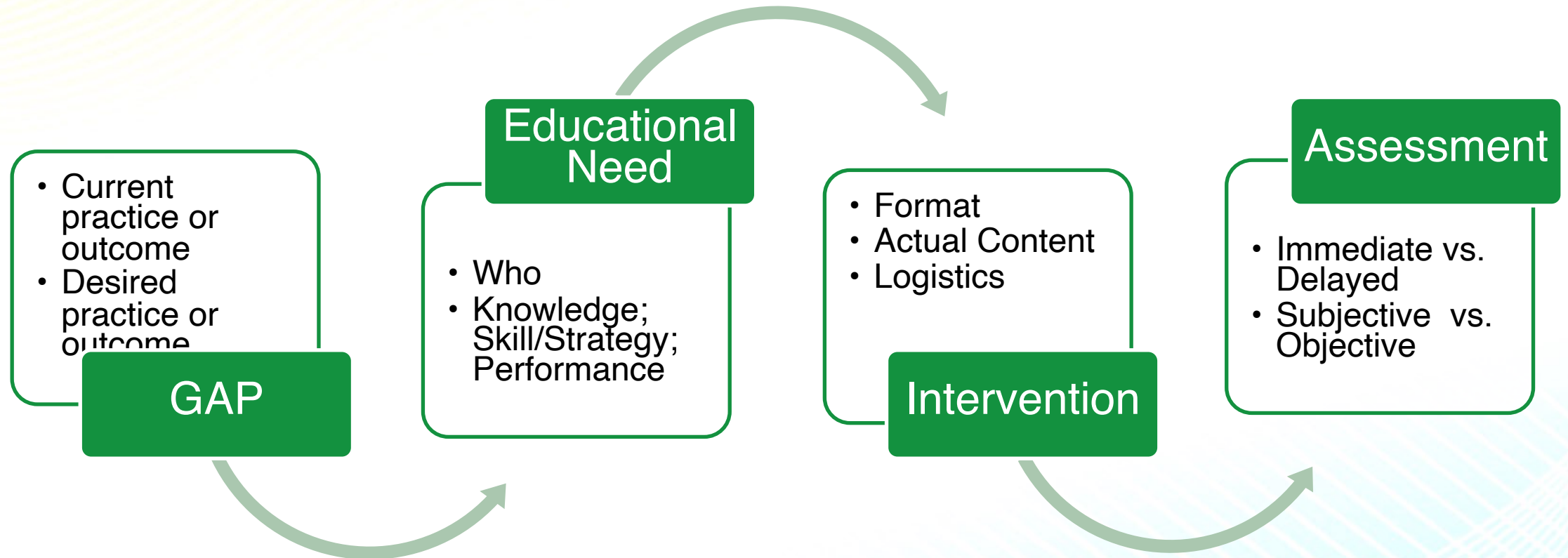
Comparison of These 2 Useful Approaches

Information Dissemination

- Addresses the need of the disseminator, not necessarily the need of the audience
- The interest of the data to the audience may not have validated
- May resolve inaccurate information
- May motivate HCP to learn more about the subject (pre-condition in educational design speak)

Continuing Education

- Translation of information in a way that is relevant to the context of the audience
- Designed to validate and/or change behavior to best clinical practice
- Includes discussion/training related to skills and strategies for use by HCP/team that address resolution of practice gap
- Assesses learning and change outcomes (subjectively or objectively)

CME/CE design process simplified

GAP
- Current practice or outcome
- Desired practice or outcome

Educational Need
- Who
- Knowledge; Skill/Strategy; Performance

Intervention
- Format
- Actual Content
- Logistics

Assessment
- Immediate vs. Delayed
- Subjective vs. Objective

eC∆demy

Q & A Panel

Please submit your questions & comments in the Q&A Zoom Section